



MBA 706-41D: Marketing Management

Summer 2016 (May 9 – June 17)

Professor: Dr. Merlyn Griffiths

Office location: 353 BRYAN

Office: 334-4472

E-mail: magriff3@uncg.edu (most efficient means of contact)

****The instructor reserves the right to make changes to this document as needed****

Required Text



Marketing Management, 14th Edition by Kotler and Keller

ISBN-10: 0132102927

Publisher: Pearson/Prentice Hall

Catalog Course Description: Issues related to the marketing process, major trends and forces that are changing the marketing landscape, marketing information, building and managing brands, marketing strategy and roles of ethics in marketing.

Marketing is not just selling or advertising. Rather, it is the business function that deals with customers' needs and wants. Marketing management help companies to understand customer preferences, link that knowledge to designing appropriate products and services for selected customers, and determine appropriate methods to communicate, to capture, and to deliver value. The marketing management process is important at all levels of the organization, regardless of the title applied to the activity. Keep in mind that effective marketing management results not only from simply internalizing marketing facts and institutional detail, but also from systematic critical thinking and the reasoned application of several general principles. With this in mind, the objectives and outcomes of the course are as follows:

Learning Objectives and Outcomes:

At the completion of the course, students will be able to:

- 1) Demonstrate an understanding of marketing and the marketing process.
- 2) Identify the major trends and forces that are changing the marketing landscape.
- 3) Locate, interpret, and evaluate marketing information for decision making.
- 4) Evaluate the obstacles and challenges in building and managing brands
- 5) Analyze the changes in marketing strategies during the product's life cycle.
- 6) Evaluate the internal and external forces that influence an organization's marketing strategy.
- 7) Assess the attractiveness of a market segment.
- 8) Evaluate the roles of ethics in marketing activities.
- 9) Apply the tools and concepts learned in the course to develop a customer-driven marketing strategy and mix.

CRITICAL NOTE: This is an intensive course and requires a significant amount of work. We cover in 6 sessions, the same material that is typically covered in a 14-15 week semester. As such, to be successful in this course, you must schedule sufficient time to read the materials, complete the assignments every week and work with your team on the project. If you are not able to commit the required time, please consider taking the course during the regular semester.

COMMUNICATION

All communications will be sent through the Canvas LMS. Communications being sent to all registered students will address: "Class." In individual communications, you will be addressed as Ms. or Mr. In your communications to me, you may address me as Dr.G; Professor G; Dr. Griffiths, Professor Griffiths; Prof. G.

COURSE DESIGN

To accomplish these objectives, we will use a combination of lectures, video case study with discussions, and readings.

The course is designed as an introductory survey of marketing topics that will introduce you to the theories, terminology and frameworks of marketing. The course has two parts: a strategic portion and a tactical portion.

- **Strategic:** The strategic portion focuses on identifying organizational competencies and using these competencies to analyze industries and identify target markets.
- **Tactical:** The tactical portion of the course reviews the methods that firms can use to optimize their profits in the markets that they choose to target. Topics covered in the tactical portion include product pricing, promotion, and distribution issues.

Lectures: Lectures will focus on principles, theories and applications. Included in the lecture are video cases that allow you to gain a more in-depth understanding of course concepts and their applicability to the marketplace. At the end of these cases, you may be required engage in a discussion of the topics from both the readings and the video case. Articles and other readings may also be posted in the respective modules. Not all chapters in the text will be covered.

Evaluation and Grading Policy

1. Discussion Participation	15%
2. Weekly Quizzes	25%
3. Team Case Analysis	30%
<i>Report</i>	15%
<i>Peer evaluation</i>	15%
4. Final Exam	30%
Total	100%

Grading Scale

A	95-100
A-	90-94
B+	88-89
B	83-87
B-	80-82
C+	78-79
C	73-77
C-	70-72
D	60-69
F	Below 60

Grades are non-negotiable and final grades can only be changed to correct calculation or input errors on my part. If you have questions as to the validity of a grade this must be brought to my attention in writing within one (1) week of the day/date the grade is posted.

Grades WILL NOT be determined by a standard bell curve whereby the majority of the class receives a ‘C’ and the minority receives otherwise. Rather, grades will strictly depend on the number of points accumulated relative to the total number of points allotted in the course.

****Note:** All submitted work will be checked for plagiarism. To avoid discrepancies, be sure to cite appropriately works of others that you are referencing. For details on what constitutes plagiarism, please visit <http://academicintegrity.uncg.edu/> and see further details below.

ASSESSMENT AND DETAILS

Discussion Participation: Much learning can be gained as you share your experiences, questions and analyses with each other. Participation in the discussions is mandatory, and requires thoughtful/ thought provoking engagement, rather than superficial commentary. **Four discussion forums offered.**

Quizzes: Five weekly quizzes will focus on all or some the materials for the respective week, including readings, lectures and video cases within that module. The format will include true/false and multiple choice. Quizzes can be found within each session module and must be completed before 11:59pm on Sunday unless otherwise noted. Correct quiz answers are available **at 5am on Monday following the expiration of the deadline.**

Accessing the Quiz: You will find the quizzes on Canvas. To access Quiz 1, go to “Modules” -> “Session 1”-> “Quiz 1.” Follow a similar procedure for other quizzes.

Taking the Quiz: You can take each quiz ONE time only. There will be no additional quiz-taking opportunities. If you miss a quiz, your score for that particular quiz will be 0. **If you know that you cannot take a quiz during a particular week, study ahead and take it in advance.**

Final Exam The objective of the exam is to ensure that you understand the core concepts. Exams include 50-80% of material from the textbook and lectures. Therefore, if you do not read the book, it will be difficult to pass the exam and subsequently, the course. Be aware that questions are essentially of two types: (1) purely informational questions and, (2) diagnostic questions. The purely informational questions require less thought, as they merely test your exposure to, and memory of the material. Diagnostic questions, however, often cause some degree of discomfort for those who are not accustomed to them. Their purpose is to determine whether you have learned the material adequately to be able to recognize its applicability in a given situation. These questions ask you to search your memory banks to determine what you have learned that is useful and appropriate to apply to the situation with which you are faced.

Testing Procedures to be followed: Final exam is available on Canvas, during the assigned test times. You can access the exam through “Modules” “Exam” or through “Assignments.” The exam is available for 48 hours ONLY on the date indicated in the course schedule. You can take the exam only ONE time.

Important: Do not log in and out of the exam after you have started the exam. If you do, the timer will keep running and the time will be counted towards your exam attempt, even if you were logged out of the exam/out of Canvas.

Canvas will force you to submit the test when the deadline indicated in the course syllabus is due, even if your test is not complete. Thus, if you want to have the full allotted time in the test, you should begin your exam attempt at least two hours prior to the end of the exam availability period.

Teams and Case Analysis Project

Team Assignment: Teams are formed at the beginning of the course by the professor. Each team will have full online work capabilities including virtual classroom and discussion through Canvas. Teams will comprise 4 to 6 members, depending on the size of the class. **Your team assignment is listed on the last page of this document.**

Team Project: Each team will complete a written analysis for one case of your choice: 1) *Amul Dairy: Camel Milk Launch in India*, which focuses on marketing a health/nutrition based product, market positioning, risks and product management. 2) *Challenging Sports Authority in Puerto Rico*, which focuses on marketing tactics and competitive strategy development. As a method of learning, the case method is highly effective in sharpening your analytical abilities and applying the theories, concepts and analytical devices discussed in lecture and in the readings. Each case highlights a particular marketing issue or strategy reflected in actual marketplace situations. In analyzing these cases, the nuances involved in the decisions, tactics and market environment are brought to light and the applicability of the concepts and frameworks from the text and lecture are amplified as you apply them in your analysis. The relevance (i.e., fit the pedagogical objectives of the course) and interest (i.e., topical) of the case and NOT the age of the case are most important. *Pay close attention to all exhibits in the cases.

Contents of the Analysis: A document will be posted on Canvas for each case, outlining the specifics of your analysis. The Cases are in the Module section. Review both documents ASAP with your team, and select the case you will focus on for your analysis. **One person per team will email me (magriff3@uncg.edu) the name of the selected case by Wednesday, May 11th, 11:59pm.** Please identify your Team by designated number, and include the names of the team members. Further instructions for the case analysis will be distributed once your selections have been made.

Submission of the Case: The team’s completed case analysis must be uploaded in Canvas in Microsoft Word format ONLY on the due date indicated. **Do not upload PDF, or Google Drive/share links, or any other formats.** The only accepted format is a Word document. Only ONE PERSON from each team will upload the final document. In other words, a single team document is to be uploaded by a single member of the team.

The **maximum length is 20 pages**, of text (double spaced, 12-point font) not including tables and appendices. To be fair to all teams, I will not read beyond that point. **IMPORTANT NOTE: Wikipedia (Wiki’s) is NOT a credible source and should not be included or cited under any circumstance.**

IMPORTANT NOTE: In the schedule below, you will note some **chapters to be “skimmed,”** these chapters can be referenced in helping you understand different aspect of the case analysis.

Some suggestions to increase the probability of generating a very good case analysis are:

1. Start early – today!
2. Attempt to develop some structure before you go about collecting information. Be flexible in your sources of information. Discussions with key executives, current and potential customers, competitors, published information from public sources and the company, personal observations, etc. are all feasible options.
3. Follow the specific instructions given in the Case Document posted on Canvas to ensure your analysis contains the required content.

As you can tell, this type of analysis cannot be meaningfully churned out in the last week of class. Be cognizant of the calendar; recognize that case analysis requires plenty of time.

Since we meet in only 6 sessions, communicating/meeting with your team members will require extensive use of technology. This is strongly recommended. **Discussion board, email access, virtual classroom and file sharing is now available for each team via Canvas.**

* If there are questions regarding the project, please email me early. Don't wait until the last week when it's too late to seek help.

Contribution of Marketing Case Team Members

The business workplace is a social environment where you must work with others to achieve the goals and objectives of the entire organization. Therefore, 50% of an individual's project grade will be based on the work produced. In other words, 50% of YOUR project grade is in the hands of your peers.

❖ **Peer Evaluation:** Each member of the project teams will provide evaluative feedback on the performance of each individual team member. You will give yourself a rating and provide comments on the contributions each member (including yourself) made toward the successful completion of the project. The ratings provided by each team member will be taken into account in the final calculation of the individual's total project participation and contribution grade. The onus is on you to contribute 100% toward the success of the project and to work well with your team members.

The peer evaluation form is available via Canvas and must be completed and uploaded into Canvas by 11:59pm on June 17th.

SUBMITTING YOUR WORK: CANVAS

All written assignments should be turned in by the respective due dates by uploading it into Canvas. **ALL DOCUMENTS MUST BE IN MICROSOFT WORD FORMAT ONLY. DO NOT LOAD PDF FILES, GOOGLE DRIVE OR SHARED LINKS.** Be sure to verify that you have correctly submitted your document. **Late submissions will not be graded.**

Technical Difficulties

Technical problems are not acceptable reasons for missing a quiz, exam or completing the team assignment. If you experience technical difficulties, report it to me **immediately** with accompanying evidence (e.g. a screenshot). ANY TECHNICAL PROBLEMS REPORTED AFTER THE EXPIRATION OF THE DEADLINE WILL NOT BE CONSIDERED AND ARE NOT VALID EXCUSES FOR NOT COMPLETING AN assignment. **However, situational circumstances like “verifiable computer glitches” which results in LATE SUBMISSION will receive 25% grade penalty.**

Time Management

It is imperative that you manage your time to ensure that you complete the required assignment by the appointed due dates. It is unwise to wait until the last minute to begin an assignment. Starting ahead of time will allow you to manage any technical or personal issues that may arise in a timely manner and still meet the required deadlines. Any technical problems reported AFTER the deadline of an assignment due date will not be considered.

NOTE: As a student taking an online course, it is your responsibility to make sure that you have access to a reliable computer and a reliable internet connection during the entire duration of the course. Inability to access a computer or internet at any time during the course is not an acceptable excuse for not completing an assignment. UNCG has several computer labs available for students and public libraries offer internet access free of charge.

OTHER REQUIREMENTS

Academic Integrity Policy:

Students are expected to adhere to the Academic Integrity Policy on all assignments and tests. The syllabus will provide a link to the complete description of the Academic Integrity Policy as found in the UNCG Graduate Bulletin. <http://academicintegrity.uncg.edu/complete/>

Expectations of Students

Students in the Bryan School are also expected to adhere to the Student Code of Conduct. Further details may be found at <http://academicintegrity.uncg.edu/complete/> and <http://studentconduct.uncg.edu/policy/code/>. The Bryan School has additional expectations and guidelines for students to follow which can be found at http://www.uncg.edu/bae/faculty_student_guidelines.pdf.

Expectations of Faculty

The Bryan School expects its faculty to conform to all existing UNCG codes and policies. These are found at http://provost.uncg.edu/faculty/h_section4.asp In addition, the Bryan School has expectations and guidelines for faculty to follow which can be found at http://www.uncg.edu/bae/faculty_student_guidelines.pdf.

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Note that occasionally, changes in the schedule of the course may be necessary. These changes will be announced via Canvas email. Equally, materials may be added to increase your knowledge and efficiency in a particular subject area, as well as articles to read in preparation for the next module. It is your responsibility to connect with CANVAS to stay abreast of changes, additional material, etc.

Sessions: All sessions run on a Monday to Sunday schedule. New sessions begin on Monday at 5:00am and end on Sunday at 11:59pm. The following highlights the sessions, dates and, coverage content.

DATES	COURSE TOPICS	READINGS	EXPLORE IN YOUR READINGS	ACTIVITIES	ITEMS DUE
Session 1 5/09- 5/15	❖ Understanding Marketing Management	❖ Chapters 1 & 2	<ol style="list-style-type: none"> 1. Why is marketing important? 2. Does Marketing Create or Satisfy Needs? 3. What is marketed? 4. How does marketing affect customer value? 5. How is strategic planning carried out at different levels of the organization? 	Lecture Video Case Discussion Quiz 1	
Session 2 5/16-5/22	❖ Capturing Marketing Insights and Social Media*	❖ Chapters 3, 4 ❖ *See Social Media readings in Module 2	<ol style="list-style-type: none"> 1. What are the components of a modern marketing information system? 2. What constitutes good marketing research? 3. What are some influential macro-environment developments? 	Lecture Video Case: <i>Wild Planet</i> Discussion Quiz 2	
Session 3 5/23-5/29	❖ Connecting with Customers and Building Brand Equity	❖ Chapters 6, 8 & 9 <i>Skim Ch 7</i>	<ol style="list-style-type: none"> 1. How do consumer characteristics influence buying behavior? 2. What are the requirements for effective segmentation? 3. How should a company choose the most attractive target markets? 4. What is brand equity? How is brand equity built, measured, and managed? 	Lecture Video Case: <i>Meredith Corp.</i> Discussion Quiz 3	
Session 4 5/30-6/5	❖ Shaping the Market	❖ Chapters 12, 13 & 14 <i>Skim Ch 11</i>	<ol style="list-style-type: none"> 1. How can companies combine products to create strong co-brands or ingredient brands? 2. How do we define and classify services, and how do they differ from goods? 3. How can we improve service quality? 4. How do consumers process and evaluate prices? 	Lecture Video Case: <i>Ziba Designs.</i> Discussion Quiz 4	
Session 5 6/6-6/12	❖ Delivering Value	❖ Chapters 15 & 16	<ol style="list-style-type: none"> 1. What is a marketing channel system and a value network? 2. What decisions companies face in managing their channels? 3. What major types of marketing intermediaries occupy this sector? 4. What are the major trends with marketing intermediaries? 	Lecture Video Case: <i>Nike</i> Quiz 5	6/12 Team Case Analysis Due by 11:59pm
Session 6 6/13-6/17	❖ Communicating Value and Tapping into Global Markets	❖ Chapters 17, 18 & 21	<ol style="list-style-type: none"> 1. What is the communications mix and how should it be set? 2. What is an integrated marketing communications program? 3. What steps are required in developing an advertising program? 	Lecture Video Case: <i>Crispin Porter & Bogusky</i> Exam: Covers all chapters except "Skim"	Exam opens 6/15@5am to 6/17 @ 11:59pm

Team Assignments

Team 1	Team 2	Team 3	Team 4	Team 5	Team 6	Team 7	Team 8
Paul Bolton	Carlo Gagliardo	Ravindra Bissram	Madalina Body	Charles Deloid	Akyem Ahenkan	Matthew Avery	Sven Ebert
Susanne Hall	Brian Harrell	John-Walsh Degance	Matthew Frow	Rushdee Omar	Michael Gray	Amanda Hindson	Peyton Merriam
Kali Havner	Francis Kelly	Tiffany Fulp	Brandy Nash	Kerrie Rogers	Gregg Hemric	Dan Huang	Kiara Ross
Jonathan King	Milan Khadka	Jarryd Gaier	Gary Styles	Julie Schaefer	Charles Hudson	James Mattson	Nancy Vest
Michael Koballa	Grayson Moore	William Learn	Jeremy Tiedemann	Johnny Zackery	Catherine Miller	Whitney Rayfield	Christopher Young
Kay Seufer		Samantha Tally			Holly Rudicil		